



DIY Fundraiser Guidelines

Thank you for your interest in hosting a DIY fundraising activity to benefit Dakin Humane Society! Please review the information below to determine if your activity fits within our guidelines. If you wish to carry out your activity, we ask that you complete our DIY Fundraising Proposal at least 30 days prior to your event. The application process helps us support you to the best of our ability and ensures that we properly credit you for your contribution.

Event Proposal:

Your event coordinator should contact Dakin Humane Society and submit an event proposal form at least:

- 14 days to register for Supply Drive only proposals (please refer to Dakin's Wish List for complete list of items we can accept)
- 30 days in advance for all other fundraising events

Event Promotion:

- Events/Fundraisers should maintain the integrity of Dakin's mission and values, as well as maintain public goodwill and trust.
- Your event coordinator is responsible for all marketing, including social media. We schedule our promotional content far in advance to highlight our adoptable animals, corporate sponsors, programs and services, and annual events, and are therefore unable to promote third party fundraisers on our Facebook and other social media pages.
- Use of the Dakin name and/or logo must be approved in advance. The logo must be provided by a Dakin Humane Society employee to ensure print quality.
- Approved fundraising activities shall use the following language when promoting: "benefitting Dakin Humane Society".
- Our name shall be listed as "Dakin Humane Society" on any promotional advertisements

Event Proceeds:

- Participants of your event must be informed of the exact amount their participation will benefit Dakin Humane Society. (For example, 10% of sales, \$5 from each ticket sold, etc.)
- Dakin Humane Society can issue tax receipts to donors, provided the following conditions are met: donors have not received any goods or services in exchange for their donation, all checks are made out to "Dakin Humane Society," and we receive a completed Fundraiser Tracking Form with a legible list of donor names, addresses, and donation amounts.

- While we would like to be able to pick up donations in the community, we are unable to take staff members away from their assigned duties for collections. We ask that donations be mailed to Dakin or brought in to your preferred location in Springfield or Leverett during business hours.

Dakin Humane Society Participation:

- **Staff:** We are happy to provide advice and guidance, but due to the large number of DIY fundraisers on behalf of Dakin Humane Society, we are not able to promote, coordinate, or provide administrative support for your fundraiser.
- **Animals:** Dakin Humane Society is unable to take animals off-site for several reasons: animals are adopted very quickly, making it impossible to guarantee an animal's availability in advance; traveling to a new location can be a very stressful experience for an animal; and animals stand their best chance of meeting potential adopters at our adoption center.
- **Volunteers:** On a case-by-case basis, our volunteers may be able to set up an informational booth during your event and/or speak about Dakin Humane Society's programs and services. Volunteer participation depends on availability and we cannot guarantee the attendance or availability of our volunteers.

Donation Information:

- **Tax Receipts:** Dakin will issue tax receipts to donors, provided the following conditions are met: donors have not received any goods or services in exchange for their donations, all checks are made out to "Dakin Humane Society," and we receive a legible list of each donor's name, address, and donation amount.
- **Monetary Donations:** All checks should be made out to Dakin Humane Society and mailed to Dakin Humane Society, PO Box 6307, Springfield, MA 01101. Donations can also be made by credit card online or dropped off at Dakin's Springfield location by appointment only.
- **Raffles:** All raffle permits are the responsibility of the person or organization coordinating the independent fundraiser. Dakin cannot assist with the application process, and raffle permits may not be applied for under Dakin's name.

In general, Dakin will not approve:

1. Events that raise money from the sale of meat
2. Events that are controversial in nature or do not align with Dakin's values
3. Events that are in close date or location to a Dakin event
4. Events that require Dakin staff or animal attendance

Support from the community is what makes Dakin Humane Society such a special place. We are inspired by your creativity, generosity, and willingness to take time out of your lives for animals and the people who care about them. Please know that your hard work will directly impact the lives of the animals and people who pass through Dakin's doors, and we are so thankful for everything you do!

If you have any questions, please contact Kaitlyn Holloway, Development & Events Coordinator at:
kholloway@dakinhumane.org or (413) 781-4000 x118